

Product Listing Descriptions

The description is the least important part of your listing because of where it's positioned on the page. Many, if not most users will skip right past it and not even notice it.

However, even if 15% of users read your description, that gives you a chance to convert some of that 15% into a sale. Therefore, treat your description with the same importance as your bullet points and title.

Descriptions that are displayed in one big block of text are difficult to read and this should be avoided. Descriptions that go right across the page can also be harder to read, so this should also be avoided.

The best way to format a description is to keep the lines short, separate the text into paragraphs, and use bolding to create headlines.

What should be included?

Include everything that is not already covered in the title and the bullet points.

You can repeat some of the info already in the bullet points if you wish, but re-word it rather than simply copying it word for word.

You can add some 'sales copy', for example, 'premium quality at low price', or 'manufactured to the highest standards', 'built to last', 'looks amazing in any kitchen'.

It's not really necessary to talk about a guarantee because Amazon customers already know they have a guarantee, but if you want to mention it, that's okay. However, do not overstate the guarantee. Some listings say things like 'lifetime guarantee'. This is just plain silly! Nothing lasts for life. It sounds gimmicky. If you want to mention the guarantee, just put something like, 'no-quibble guarantee', without even mentioning any sort of time period.

If you wish, you can also add a 'call to action' at the end, instructing the user to click add to cart at the top of the page.